

ABSTRACT

ANALYSIS OF VALUE CHAIN MANAGEMENT IN BEEF CATTLE FATTENING AND DISTRIBUTION BUSINESS AT CV SUKA JAYA TASIKMALAYA

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This study analyzes the value chain strategy of beef cattle fattening and distribution at CV Suka Jaya Tasikmalaya, focusing on comparing the economic performance between the internal fattening line (sacrificial cattle) and the fast distribution line (daily consumption & Eid al-Fitr). Using a qualitative descriptive approach with a single case study, data were collected through interviews, observation, and internal documentation. The results show that CV Suka Jaya effectively implements a Dual Supply Chain strategy: the fattening line excels in profit per head (IDR 13.46 million; R/C 1.50), while the fast distribution line contributes the largest total profit (IDR 8.05 billion from 1,350 heads) with a capital turnover of only 1–2 days.

Relational rent with suppliers, slaughterhouses, and traders is identified as the main source of competitive advantage. Operational factors such as feed and health management significantly affect weight gain (ADG) and selling price. Recommendations include digitizing records, precision feed formulation, and strengthening downstream partnerships.

Keywords: *Value Chain, Dual Supply Chain, Cattle Fattening, Profitability, Relational Rent*

ABSTRAK

ANALISIS MANAJEMEN RANTAI NILAI USAHA PENGGEMUKAN DAN DISTRIBUSI SAPI POTONG DI CV SUKA JAYA TASIKMALAYA

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Penelitian ini menganalisis strategi rantai nilai pada usaha penggemukan dan distribusi sapi potong di CV Suka Jaya Tasikmalaya, dengan fokus membandingkan kinerja ekonomi antara lini penggemukan internal (sapi kurban) dan lini distribusi cepat (konsumsi harian & Idulfitri). Menggunakan pendekatan deskriptif kualitatif dengan studi kasus tunggal, data dikumpulkan melalui wawancara, observasi, dan dokumentasi internal. Hasil menunjukkan CV Suka Jaya menerapkan Dual Supply Chain secara efektif: lini penggemukan unggul dalam keuntungan per ekor (Rp13,46 juta; R/C 1,50), sementara lini distribusi cepat memberikan total keuntungan terbesar (Rp8,05 miliar dari 1.350 ekor) dengan perputaran modal 1–2 hari.

Relational rent dengan pemasok, RPH, dan pedagang menjadi sumber keunggulan kompetitif utama. Faktor operasional seperti pakan dan kesehatan sangat memengaruhi penambahan bobot (ADG) dan harga jual. Rekomendasi meliputi digitalisasi pencatatan, formulasi pakan, dan penguatan kemitraan hilir.

Kata Kunci: Rantai Nilai, *Dual Supply Chain*, Penggemukan Sapi, Profitabilitas, *Relational Rent*.